SHIPMENTS

DOLLARS (First Billing Value [1]) & UNITS
1986 vs 1987
Volumes have been projected to reflect total industry levels
(Estimated volumes in millions)

	DOLLARS			UNITS		
	1986	1987	% Change	1986	1987	% Change
I. INFANT/PRESCHOOL	$ 816	$ 840	+ 2.9	157	170	+ 8.3
Infant Toys*	173	190		57	57	
P - S Musical	71	87		8	14	
P - S Blocks & Accessories	90	32		16	10	
P - S Villages/Scenery Sets	54	54		4	6	
P - S Talking & Sound Toys	54	37		6	6	
P - S Learning Toys	55	86		8	16	
P - S Tub Toys	30	35		10	9	
P - S Role Playing*	80	105		13	17	
P - S Push & Pull Toys	63	75		9	11	
P - S Remaining*	146	139		26	24	
II. DOLLS	$1663	$ 920	-44.7	176	121	-31.3
Baby Dolls	365	149		19	11	
Baby Doll Accessories	111	31		15	7	
Fashion Dolls	174	195		22	26	
Fashion Doll Clothes/Accessories	109	106		23	24	
Mini Dolls/Accessories*	120	181		32	42	
Other Special Feature Dolls	71	111		1	5	
Remaining Dolls & Accessories*	625	108		60	4	
Doll Houses/Furniture**	88	39		4	2	
III. PLUSH	$1062	$ 1174	+ 10.5	123	193	+ 56.9
Musical/Electronic Plush**	313	335		23	25	
Traditional Plush	749	839		100	168	
IV. FIGURES	$1105	$ 702	-36.5	229	173	-24.5
Action Figures	501	319		132	117	
Action Figure Accessories	360	298		48	40	
Robots & Accessories	244	85		49	16	
V. GUNS	$ 71	$ 78	+ 9.9	19	33	+ 73.7
Guns, Weapons & Accessories*	71	78		19	33	

	DOLLARS			UNITS		
	1986	1987	% Change	1986	1987	% Change
VI. VEHICLES	$ 764	$ 923	+ 20.8	201	190	-5.5
Radio/Remote Controlled Vehicles**	142	370		7	17	
Battery Operated Vehicles**	182	86		23	21	
Other Powered Vehicles	19	43		5	15	
Mini Vehicles	110	74		136	80	
Non - Powered Vehicles Over 6"	144	160		21	42	
Vehicle Accessories	26	25		4	4	
Electric Car/Train Sets/Accessories	141	165		5	11	
VII. RIDE-ONS (EXCL. BICYCLES)	$ 288	$ 570	+ 97.9	15	26	+ 73.3
Metal Tricycles	28	23		1	4	
Plastic Tricycles	59	48		5	1	
Other Pedal Ride-Ons	16	6		1	1	
Riding Sports	24	19		4	5	
All Other Riding Vehicles**	161	474		4	15	
VIII. GAMES & PUZZLES	$ 760	$ 861	+ 13.3	175	197	+ 12.6
Card Games	43	97		22	28	
Dice Games	12	10		7	6	
Word Games	23	23		4	4	
Puzzle Games	54	16		9	5	
Standard Games	24	42		16	22	
Children's Board Games	86	86		17	16	
Family Board Games*	156	174		16	20	
Children's Action Games	84	112		15	20	
Family Action Games	42	56		3	4	
Strategy Games	70	46		14	8	
VCR Games	41	36		2	1	
Electronic Handheld/Tabletop Games	48	77		3	5	
Cardboard Puzzles	50	58		37	49	
Wood/Plastic/Other Puzzles	27	28		10	9	

*1986 Figures revised from previous report.
**Limited sample.

[1]First Billing Value: first price paid for an item in the U.S.

(continued on back page)

	DOLLARS			UNITS		
	1986	1987	% Change	1986	1987	% Change
IX. ACTIVITY TOYS	$ 850	$1092	+ 28.5	321	511	+ 59.2
Building Sets	183	196		28	27	
Educational/Scientific Toys	37	47		13	15	
Household Food Toys*	82	139		17	29	
Re-Useable Compounds	22	28		32	17	
Mechanical Design	41	69		5	3	
Crayon/Chalk/Drawing Sets/Supplies**	127	93		74	171	
Paint Sets/Supplies**	54	74		29	23	
Other Art Sets/Supplies**	44	52		14	20	
Model Kits/Accessories	80	129		23	19	
All other Activity Toys	180	265		86	187	
X. ALL OTHER TOYS	$ 944	$1041	+ 10.3	165	179	+ 8.5
Foam Sports	44	44		17	11	
Water/Pool Toys*	102	176		46	72	
Audio/Visual Toys*	235	159		31	22	
Children's Furniture*	107	91		22	9	
Electronic Learning Aids*	134	173		5	8	
Sports Activities**	187	285		41	56	
Playground Equipment**	135	113		3	1	
TOTAL INDUSTRY	8323	8201	-1.5	1581	1793	+ 13.4

NOTES

- Number of Companies Responding = 69
- These Companies accounted for 56% of Industry shipments (dollars) in 1986 and 52% in 1987
- Figures include imports
- These data are compiled through a process which includes a polling of major U.S. toy and game manufacturers, inspection of public records, and a comparison of trends with the U.S. Toy Market Index (TMI) and Toy Retail Sales Tracking Service (TRSTS).

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